

**AMENDMENTS TO THE CLAIMS**

1-100. (Canceled)

101. (New) A broadcast system, comprising:

a semiconductor light-emitting source for lighting;

a power line that supplies electric power to the semiconductor light-emitting source;

a data modulator that modulates and multiplexes a plurality of pieces of data, superimposes the resulting plurality of pieces of data on an electric power waveform into a plurality of modulated pieces of data, and transmits the plurality of modulated pieces of data via the power line; and

a selector that selects one or more pieces of data to be transmitted in the form of light out of the plurality of modulated pieces of data on the power line; and

a superimposing means for superimposing a signal of the selected data onto a voltage to be applied to the semiconductor light-emitting source,

wherein the data selected by the selector is transmitted based on changes in light intensity or blinking of the semiconductor light-emitting source.

102. (New) The broadcast system according to Claim 101, wherein the selector selects data to be transmitted based on changes in light intensity or blinking of the semiconductor light-emitting source in conformity with Instruction data on the power line.

103. (New) The broadcast system according to Claim 101, wherein the data modulator frequency division multiplexes a plurality of pieces of data, and the selector selects one of a plurality of band pass filters with different frequency bandwidths and separates data.

104. (New) The broadcast system according to Claim 101, wherein:

the data modulator time division multiplexes a plurality of pieces of data, adds tag data to the resulting divided data, and transmits the resulting data; and

the selector identifies data based on the tag data, and selects data.

105. (New) An electric bulb, which is adapted to be used in a broadcast system according to Claim 101 and receives supplied electric power and emits light for lighting, comprising:

a semiconductor light-emitting source for lighting;

a selector that selects one or more of a plurality of pieces of modulated data to be transmitted in the form of light, which are superimposed on supplied electric power; and

a superimposing means for superimposing a signal of the selected data onto a voltage to be applied to the semiconductor light-emitting source,

wherein the data selected by the selector is transmitted based on changes in light intensity or blinking of the semiconductor light-emitting source.

106. (New) The electric bulb according to Claim 105, wherein:

the electric power is AC power;

the electric bulb comprises an AC-DC converter that converts AC power to DC power;

and

the superimposing means superimposes a data component selected by the selector on the DC power, which is provided by the AC-DC converter, and drives the semiconductor light-emitting source by the resulting superimposed DC power.

107. (New) A lighting device, which is adapted to be used in a broadcast system according to Claim 101 and receives supplied electric power and makes a semiconductor light-emitting source emit light for lighting, comprising:

a selector that selects one or more of a plurality of pieces of modulated data to be transmitted in the form of light, which are superimposed on supplied electric power; and

a superimposing means for superimposing a signal of the selected data onto a voltage to be applied to the semiconductor light-emitting source,

wherein the data selected by the selector is transmitted based on changes in light Intensity or blinking of the semiconductor light-emitting source.

108. (New) The lighting device according to Claim 107, wherein:

the electric power is AC power;

the electric bulb comprises an AC-DC converter that converts AC power to DC power;

and

the superimposing means superimposes a data component selected by the selector on the DC power, which is provided by the AC-DC converter, and drives the semiconductor light-emitting source by the resulting superimposed DC power.